

LEO BURNETT U.S.A.

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Ad No. 1796—LANTERN RED LIGHTS—Reg. No. 63261—Page 6 to 8 (Red)—(10% x 11%) (inches)—National (Other) Magazine, 1987 (A)

Printed in U.S.A.

GM

For smokers who prefer the convenience of five more cigarettes per pack.

New Marlboro 25's



Now, famous Marlboro Red
and Marlboro Lights are also available
in a convenient new 25's pack.

Not available in some areas. © Philip Morris Inc. 1987

Lights: 11 mg "tar," 0.7 mg nicotine—Kings; 11 mg "tar,"
1.1 mg nicotine av. per cigarette, by FTC method.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

